

DALLAS

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The Dallas Morning News

Supreme in the Dallas Territory

This National key town map Free to Anyone interested in cutting Costs



TO LOWER distribution costs, business is turning to the key town method of buying and selling by telephone. By this plan each representative can "travel" farther, reach more people, buy and sell more—and cut expenses.

The national key town map, showing key towns and their calling areas, is now ready. This and regional maps may be obtained through any of our business offices. These maps are free.

Key town plans work like this. The sales or purchasing representative goes to the key towns in person. From each he makes his contacts by telephone with customers and prospects in that area. Expensive visits in

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SOUTHWESTERN BELL TELEPHONE COMPANY



To the ~ ~ Management of Any Business

Uniform office equipment not only increases efficiency but has a greater inventory value.

Whether your expansion requires one desk or one hundred, we have STANDARD DESKS to meet your needs. You can standardise on STANDARD DESKS, for no other desks in the world are made in so great a variety

of sizes, kinds and styles.

We will gladly submit to you the names of big, nationally known companies that are Standard equipped. There are sound reasons why they selected STANDARD DESKS.

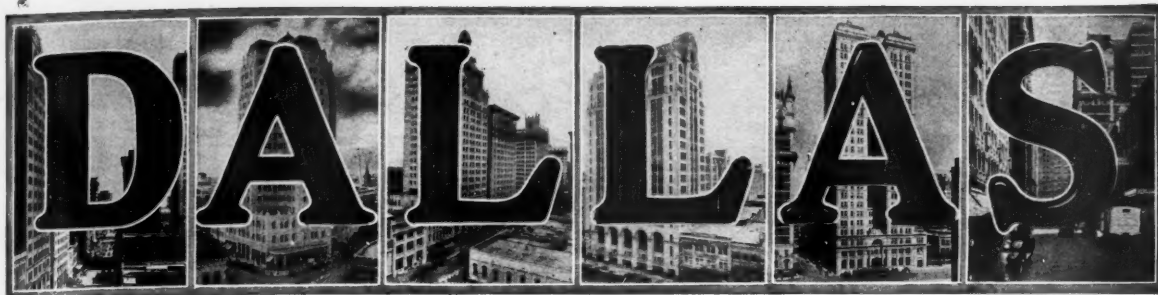
STEWART OFFICE SUPPLY Co.

1810 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS

Office Outfitters from the Most Insignificant to the Most Elaborate Matched Suite



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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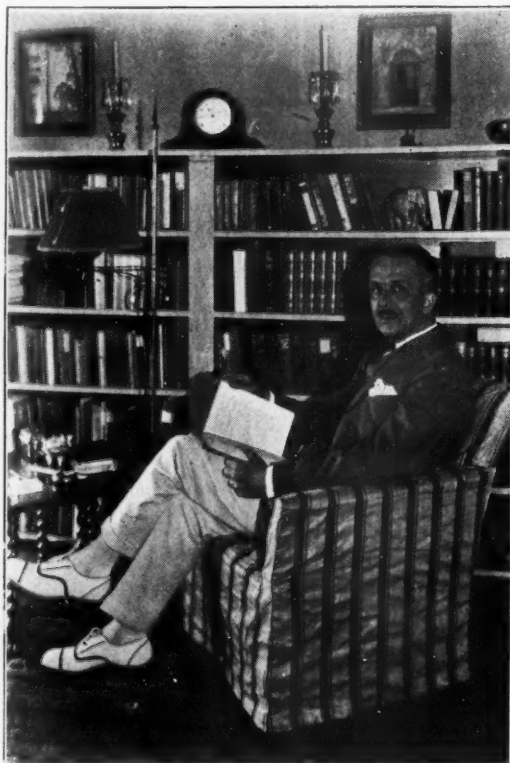
Vesti La Giubba

Little Theatre Opens 1928 Season in New Home October 15

THE Little Theatre of Dallas has made a gala occasion of the opening of its ninth season by presenting Sir James Barrie's delightful comedy, "What Every Woman Knows". This is the first time that this play has been given in Dallas. It will continue throughout the week of October 15th with a matinee Saturday, October 20th. Visitors to the State Fair and those who have not seen the Little Theatre's beautiful new playhouse have a rare opportunity of seeing it now to its best advantage. Oliver Hinsdell, the director, has selected an excellent cast for his first offering of the new season and the entire producing staff of the Little Theatre have prepared an artistic and entertaining production.

Arrangements have been made for the recently organized Woman's Guild of the Little Theatre, under the chairmanship of Mrs. Curt Beck, to act as hostesses during the opening week. Visitors and others are cordially invited to inspect the building from nine o'clock until twelve each day. During the performances, coffee will be served in the lounge between acts, and guests will be invited on the stage after the final curtain to meet the actors.

"What Every Woman Knows" was first produced in New York in 1908, with Maude Adams in the leading role, that of Maggie Wylie. In 1926, the play was revived and Helen Hayes, now



Oliver Hinsdell, Director, Dallas Little Theatre

the star of "Coquette", was given this part. In the Little Theatre's production, this part will be played by Catherine Fleming who has twice before appeared in plays at the Little Theatre. The story of "What Every Woman Knows" is extremely amusing. Maggie Wylie, who lives with her three brothers, Alick, David and James, is twenty-six and unmarried. The brothers are perturbed so they arrange to give financial aid to a young university student, John Shand, on the condition that he will later marry Maggie. When Shand completes his education, he runs for a seat in Parliament and is elected. Before he and Maggie are married, however, he meets a young Englishwoman of wealth and beauty, Lady Sybil Lazenby; later, when he and Maggie move to London, he renews this acquaintance and the situation becomes rather acute. In order to solve the problem,

Maggie enlists the aid of Sybil's aunt, the Comtesse de la Briere and of Mr. Venables, an Englishman. The action and lines of the play are highly entertaining throughout.

Jess Larson takes the part of John Shand and H. Arundel Bell, James Macdonald, and Tom Clawson will play the roles of Maggie's brothers. Mary Olive Puterbaugh plays Lady Sybil Lazenby; Mrs. Florence Rodgers has the part of her

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The Story of the Little Theatre of Dallas

As Reviewed by [unclear]

DURING the last ten years, while Dallas has been experiencing an almost phenomenal industrial growth, another side of her life, the cultural, has been developed to a greater extent than ever before. Chief among the cultural activities of Dallas is its Little Theatre which is now beginning its ninth season. From an ambitious theory of 1920, it has grown into a well-organized civic institution filling a definite place in the life of Dallas.

The story of the Little Theatre is very much like that of countless other little theatres that have sprung up over the United States during the last fifteen years. A few far-seeing individuals who keenly felt the lack of the spoken drama in Dallas decided to make their own drama. New York City, the dramatic center of the world, was almost two thousand miles away; the cost of transportation was prohibitive and stars did not care to leave Broadway. It became a question of "Why not go to the mountain, if it cannot come to us?"

It was a fortunate thing for the Little Theatre of Dallas that it was born modestly. There were no false notions about its being a wonderful thing for the city because at that time nobody knew whether or not it would survive its birth. In fact, it might have been taken as an omen of ill luck that some of the first plans for the Little Theatre were made in the reception room of a local undertaking parlor! That was in May, 1920; this group of people

had decided to produce plays, so they gave a performance of three one-act plays in the ball-room of the Adol-



Edgar L. Flippen, President Little Theatre

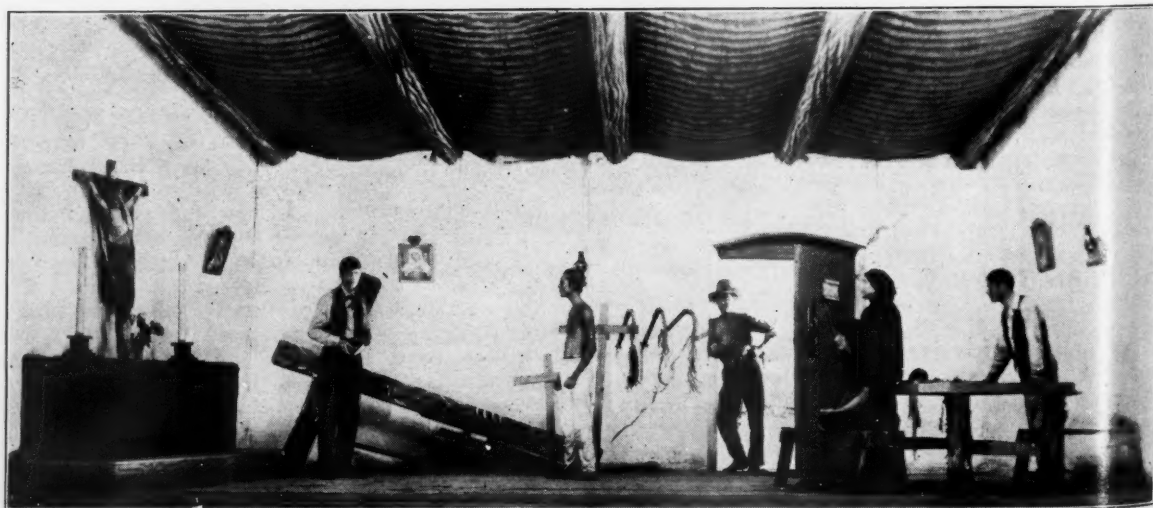
phus Hotel. Finding this venture successful, the group made plans to produce a second play and for this they rented the auditorium of the Forest Avenue High School. This had more the appearance, at least, of a theatre.

During these first uncertain years,

the Little Theatre shifted from place to place—high school auditorium, Scottish Rite Cathedral, the Columbian Club, the recital hall at Bush and Gerts Music Store, and the Majestic Theatre. Part of the time a portable stage was placed in the Cafe de Paris. Finally, in May 1923, a group from the Board of Directors of the theatre formed themselves into the Little Theatre Building Company; a lot on Olive Street was purchased and the small frame building was erected. True, this theatre seated only two hundred and fifty, had a very poorly equipped stage, no fly loft (that is, height of stage into which pieces of scenery may be lifted when not in use), and only two small dressing rooms. But it was a theatre, built as such by the Little Theatre of Dallas, and used as such.

Oliver Hinsdell

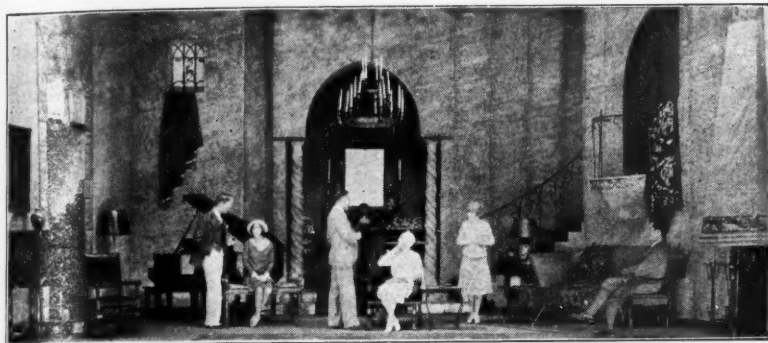
When the Little Theatre first began giving plays, it usually gave only three performances; by that time all the people who wished to see the play had seen it and there was no further demand for seats. The sympathetic relatives of the actors and actresses had spent their dollar for admission and had gone away well satisfied. Shortly after moving into its own building, the three night runs were extended to a week; later a matinee performance was added; and later still, it was often found necessary to extend the plays for two or three days into the next week. This is explainable by the fact that people were beginning to hear more about the



Scene from "El Cristo", by Margaret Larkin, which won the Belasco Cup the third successive time for the Little Theatre of Dallas when it entered the National Little Theatre Tournament in New York in 1926.

the Little Theatre

ed. LOUISE CARDEN BRITTON



The closing play of the Little Theatre's 1927-28 season, "Expressing Willie". In the picture from left to right are: Paul Hunt, Lena Louise Lewis, Joe Peel, Louise Britton, Mrs. Albert Swinsky, Jr., and Weston Morrell.

Little Theatre, and to realize that it was possible for amateurs to produce plays that were not always amateurish. And, too, the Little Theatre had acquired Oliver Hinsdell.

In building its audience, the Little Theatre found that the play was the thing; the Little Theatre had to prove that it had something to sell. In accepting a dollar for admission to the plays, it had to give at least that amount of entertainment. And as the productions grew more finished, the audiences grew more exacting and more critical. The newspapers of Dallas have always been generous in their support, but they have never hesitated to judge the Little Theatre productions by any standards but those set by the best on the professional stage. This has proven to be an important factor in the Little Theatre's growth, although the criticisms hurt at times.

Men Get Interested

But there was yet one thing that worried the Little Theatre. Why didn't more men come to see the plays? Why did men laugh at the women who were interested? The men seemed to think it a fad, good enough for the "women folks" to waste their time on, and an excellent place to leave their wives while they went on about their business. But as a diversion for themselves—never! Oliver Hinsdell solved the situation. He produced a one-act play called "The Valiant" for a noon-day luncheon club and won the support of those who saw it. Soon afterwards, invitations came from other clubs; more men became interested and finally they were drawn into the theatre. What they found there was not entertainment only for women and weaklings, but for intelligent men like themselves. Today you will find as many men as women in the audiences, and you will find a prepon-

derance of men among those seeking parts in the plays.

Once the Little Theatre had won the men to its side, the men stayed there, because there was work to be done that they could do. Success could not come to a theatre that was supported by dabblers; the Little Theatre had to become self-supporting in order to be successful. Good sound business sense was needed in the organization and this came from the men. Consider those who are associated with the Little Theatre today and you will realize the firmness of its foundation. Upon this, the artistic and cultural sides have a fine chance for advancement, free of petty restrictions.

When the Little Theatre sold the Olive Street property and the building was demolished, at the close of the 1926-27 season, the plans for its new playhouse were already on foot. But it was a long uphill path from

the old to the new, by way of the seven months which the Theatre spent in The Barn. While Mr. Hinsdell continued the work of rehearsals and productions, Edgar L. Flippen, president, pushed ahead with the new building. The concentration of these two men, each on his own task at hand, and the timely and generous support of the members and friends of the Little Theatre, brought about a splendid event on April 9th, 1928. The new building at Maple and Carlisle Street was opened with the production of "The Swan". Two tangible evidences of the sincerity of the organization were given to Dallas at that time.

Impressive Achievements

Consider the achievements of the Little Theatre of Dallas. The most outstanding are the three successive triumphs in the National Little Theatre Tournament which is annually conducted in New York City. At the close of the 1923-24 season, the first in the Olive Street house, the Board of Directors voted to send a play to the Tournament. Neither they nor those who went held out much hope of winning first, or even second place, but they considered it the sporting thing to do, now that the Theatre owned its own house and lot. And then, too, it was a step toward occupying a definite place in the art theatre world.

J. W. Rogers, Jr., had written a play, "Judge Lunch", Southern in theme and dramatic in action; a cast was selected, and Oliver Hinsdell began rehearsals. With this play Dallas won the Belasco Cup. Upon the return to Dallas, the play was given a two weeks run and later it was

(Cont'd. on page 18)



The banquet scene from "The Swan", the opening play of the New playhouse. Reading from left to right are: True Thompson, Irma Mangold, Roy Cowan, Claude Perry, Larry Pape, Frank Harting, P. M. Kenley, W. E. Woolley, Mrs. Mamie Folsom Wynne, Robert Boufflee, Mrs. Claude Westerfield, North Bigbee, and Talbot Pearson.

Dallas Takes Treatment for Its Growing Pains

The Results Bespeak the Efficacy of the Remedy and the Patient Shows Marked Improvement

By JAS. E. CLARK

A FEW years ago Dallas began to suffer from congestion of the arteries, the retail district began to complain of cramps and other threatening symptoms of greater or less degree began to manifest themselves in various sections of our city. Men of vision who fortunately were also men of action began to look beneath the irritating symptoms and there they found the causes which were hardly less obvious than the outward conditions which had started the search.

What was to be done about it? Certainly no man would permit his crippled and deformed child to grow to maturity burdened with hampering influences if surgical or other treatment could remedy the unfortunate condition and enable the child to develop into a more healthful and happier state of existence. Here seemed to be an analogous case—Dallas, the child of its citizens, was in its period of adolescence and unfortunately its growth was being hampered. There was just one answer—Dallas must be given a thorough study by a competent authority, a plan which would permit the scientific development of the city must be adopted and then the citizens must cooperate to the end that this plan be carried out.

There were seen in Dallas potentialities of progress which meant material and spiritual reward, but there was also seen in it the germs of retrogression and decay. The challenge was one that required a collective answer of at least the leaders in the life of our city.

Kessler Plan Born

The answer was in favor of positive and aggressive action to the end that Dallas might grow without the restrictions and limitations which unfortunately our city possessed. With vision and faith and courage the work was begun. The discouragements

which are always the portion of the pioneer were experienced, but little by little the suggestions and recommendations submitted by the late Geo. E. Kessler, nationally known city planner, have found favor with Dallas citizens. The adoption of a plan, like a resolution, carries with it a moral weight, but the necessary requisite to accomplishment is Action, spelled with a capital A. The city plan for Dallas was indeed a worthwhile work, but there was needed some specific agency around which the work of improvement could be carried on—such an organization is the Kessler Plan Association. The first two words in the name of this organization embody the goal to be reached—the last is the one in which the action is found that is necessary to the carrying out of the plan. The Kessler Plan Association is not a department of the city government, but is an organization composed of voluntary memberships. Its function is to fill in the gap between the wishes of the unorganized public and the actual execution of the improvements desired by citizens. Its purpose is to educate, to serve and to get action—its services are available without charge to all property owners interested in improvement work dealing with streets, trafficways, boulevards, parks, etc.

Some Accomplishments

Let us take a look backward and review a few of the projects recommended in the city plan which have been carried out, or are now being carried out:

1. The removal of the railroad tracks from Pacific Avenue.
2. The widening and improvement of Harwood Street.
3. The widening and improvement of Lamar Street.
4. The widening and improvement of Elm Street.
5. The widening and improvement of Live Oak Street.
6. The widening and improvement of St. Paul Street.
7. The widening and improvement of Bryan Street.
8. The widening and improvement of Cadiz Street.
9. The widening and improvement of Orange Street.
10. The widening and improvement of Pearl Street.
11. The widening and improvement of Cedar Springs Ave.
12. The development of Turtle Creek Boulevard.
13. The development of Kessler Boulevard.
14. The leveeing of the Trinity River and other improvements too numerous to mention here.

Now let us adjust the tripod on which our telescope is mounted and look into the future of our city. It doesn't take a seer or prophet to see that Dallas is growing—that her possibilities for future expansion are encouraging indeed. Within the next few years Dallas and Dallas County plan to spend approximately \$10,000,000 of public funds annually. The hearty cooperation of all Dallas citizens will be needed to insure the maximum returns on this stupendous investment. There are yet some bands that bind and restrict development in some sections of the city, there are sections bordering on creeks within and without the city limits that need to be developed into parkways to keep them from becoming semi-slum districts, there are streets that need to be widened, straightened and improved and there are various other projects that call for treatment that is best administered through the earnest cooperation of Dallas citizens. So long as the treatment is administered our city is sure

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City employees cutting grass on vacant lots to reduce fire hazards.



By JOHN C. JACKSON, Superintendent Western Union Telegraph Company

IF THE business of the telegraph companies is an indication of the volume of business of a city (and this is conceded to be so), then Dallas has undergone marvelous development in recent years. The click of the telegraph instrument was first heard in the City of the Hour fifty years ago. Today Dallas has direct wire facilities with all the principal cities of the United States and cable connections to all the world.

The art of telegraphing by electricity has been known only since the beginning of the nineteenth century, but the art of communicating intelligence to a distance was known and practiced as far back as 300 B. C. There are records extant which indicate that even the most uncivilized races sent messages by torches, fire and smoke. These primitive methods were followed by a system of semaphores, which came to be used comprehensively in Europe during the eighteenth century. Necessarily slow and inadequate semaphores have been almost entirely superseded by the electric telegraph. During the early part of the nineteenth century telegraphing by electricity was in its experimental stages, but in 1832 the invention of the "recording telegraph" was perfected by Prof. S. F. B. Morse of New York City. After laboring unsuccessfully for many years to sell his patent to his own and other governments, finally in 1843 congress made an appropriation of \$30,000 to pay for the construction of a line with which to put the invention to a practical test. With this the line was built, and on May 24, 1844, the message, "What Hath God Wrought," was sent by Morse from the capitol at Washington to Baltimore.

Fifty Companies

By 1851 over fifty telegraph companies were in operation in different parts of the United States. Most of these companies were licensed by the owners of the Morse patents. Still the people found it difficult to appreciate the commercial value of the new invention. They regarded the telegraph as possibly applicable to great emergencies, but as having little relation to ordinary social and commercial affairs.

Due to financial reverses, the year 1860 found all of the various companies merged into six systems, covering the central and eastern sections

of the United States, of which the Western Union was one. In addition to these six, sundry companies had sprung into existence on the Pacific coast. Notwithstanding many hardships and discouragements, lines were built the following year, linking the Atlantic and Pacific. Five years later all of the eastern and western companies had been consolidated into one national system, the Western Union, with about 75,000 miles of wire. Today this company has over a million and a half miles of wire extending to the remotest hamlets and connecting over twenty-six thousand offices.

Now let us come back to Dallas. The story of the growth of the Dallas office reflects an unusual progress in city building. It has become one of the most important relay offices of the company in the United States, ranking third in this respect, being outranked only by Chicago, which is first, and New York. Starting in a little corner of the old Windsor hotel with a force of five, it is today furnishing employment to approximately two thousand people, about seventeen hundred of whom are in our

main office at the corner of Main and Pearl Streets. There are about 175 wires coming into this office. This represents unusually large facilities for receiving and transmitting messages, especially when it is borne in mind that modern inventions make it possible for as many as eight operators to use one wire at the same time.

Approximately three million messages a month are handled over these circuits.

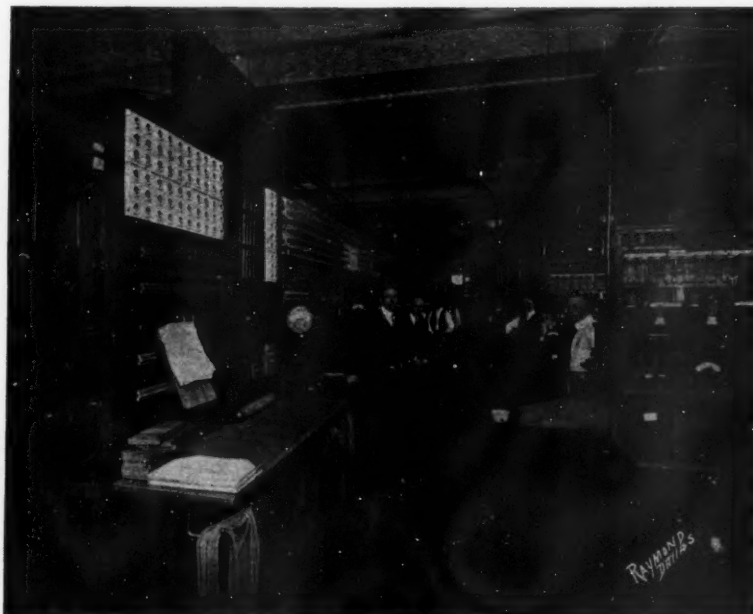
Twenty-Six Branches

Twenty-six branch offices are maintained, the principal ones of which are connected with the main office by underground pneumatic tubes through which cylinder-like boxes carry the messages at a very high rate of speed. At our cotton exchange branch there are direct wires to the principal markets of the country.

The monthly pay roll of the local Western Union offices here is close to a quarter of a million dollars, one of the largest in the city.

Quite naturally the question arises,

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Section of Testing and Regulating Room.



TIES THAT BIND

By AUSTIN E. BURGESS

IT is the usual thing for chambers of commerce to busy themselves with what seems most important at the moment and solicit the support of the individual members of the community on the basis of the loyalty that they as citizens owe the community. This is, to a considerable degree, what the Oak Cliff-Dallas Commercial Association has been doing to date. But beginning with the new fiscal year, October 1st, the directors of the Association plan to work on specific projects laid out in advance. They expect thereby to make the Association of much greater value to the community which it serves than it has been at any time heretofore.

With this end in view, President Joe C. Thompson some weeks ago appointed a committee of nine men to map out a program of work for the Association for the new fiscal year. This committee, of which J. R. Lawson was general chairman, consisted of three manufacturers, three merchants, and three men known for their interest in civic affairs. By giving each of these

three groups a representative it was expected that each of the three well recognized phases of chamber of commerce work would be properly taken care of, and by making the committee a large one it was expected that it would be thoroughly representative of the whole community.

Realizing that the Commercial Association will prosper just to the extent that it attempts to accomplish those things that the people of Oak Cliff want accomplished, these nine men resolved to determine what the people of Oak Cliff want. To this end each of the three groups in the whole committee established contact with the interest which it specially represented and in addition Mr. Lawson instructed the secretary of the Association to broadcast a questionnaire asking the recipients to suggest projects for incorporation into the new year's program. Some 1500 of these were mailed out and a considerable number were returned with suggestions.

After much careful labor and expenditure of much time the committee

recommended to the directorate a total of thirty-four projects for the new fiscal year and these were accordingly adopted. Nineteen of these were put in group one by reason of the fact that they are already adequately financed. The Association pledged itself definitely to accomplish these nineteen within the next year, granted a reasonable support from the membership and people of Dallas, particularly Oak Cliff, is accorded them in their efforts. A second group of fourteen projects was adopted which the Association considers of scarcely less importance. These the Association has also undertaken to accomplish in the next year but does not consider itself as definitely pledged to as it does the first nineteen because of the fact that in some instances the necessary finances may not be forthcoming.

Heading the list in group one was the pledge of the Association to see to it that there shall be constructed between Oak Cliff and Dallas before October 1st, 1929, three of the river bridges or viaducts authorized under the County-wide Road and Bridge Bond issue. These three are the Cadiz Street Viaduct, the Corinth Street Viaduct, and the Lamar-McKinney Street Viaduct.

The directors of the Association consider that there is nothing more vital to the growth of Oak Cliff at this time than the securing of more trafficways across the river. While they do not desire to see Oak Cliff become an industrial district or even a great commercial district, they do aspire and expect to see it become the greatest residential section of Dallas and are confident that in time the dream of George Kessler will be fulfilled in which he said that the day would come when there will be as many people living west of the Trinity river as there will be living east of it.

Being impressed with the idea that these bridges should be beautiful as well as utilitarian the Association proposes to see that they shall be constructed of concrete and supported by ornamental arches similar to those now seen in the present viaduct and that they shall be beautified with ornamental light fixtures and equip-

(Cont'd. on page 26)



THE NEW RIVER CHANNEL

The present winding course of the Trinity River may be seen at the right. The river is to be moved bodily and confined within adequate embankments as shown by the white lines entering the picture at the left.

New Firms Established

Fruits of Advertising Campaign More Evident Each Day

THE following is a list of new concerns opened for business in Dallas during last month: **QAcme Fast Freight Service**, 2625 Elm Street. Operating fast rail freight from eastern centers to Dallas; home office, New York; H. C. Carew, general agent, Dallas.

All-In-One Sandwich Shop, 1511 Main Street; G. H. Montgomery, Dallas, Texas franchise; headquarters, Kansas City.

Arapahoe Frozen Products Company, 601 North Akard St.

Artophone Corporation, 427 Santa Fe Bldg. Phonographs, radios and accessories, Southwestern distributing branch; home office, St. Louis. Frank Brown, District Manager, Dallas.

Atlantic Life Insurance Company, 1208 Santa Fe Building; James F. Egan, general agent. Home office, Richmond, Va.

Autoturn Sales Co., Inc., 612 Republic Bank Bldg.

Bigelow-Hartford Carpet Company, 1404 Dallas National Bank Bldg., home office, New York. Southwestern district headquarters.

Bright Light Reflector Co., 216 Allen Bldg.

Butterick Publishing Company, 1003 Republic Bank Bldg., Southwestern district headquarters; E. C. Hoxie, manager. Home office, New York.

H. L. Cannady Company, 1908 Santa Fe Bldg., paving contractors; H. L. Cannady, president; L. S. McCaslin, general manager, R. T. Snyder, secretary.

Cash Produce Company, 606 South Pearl Street.

Edw. A. Chisholm, 916 Kirby Bldg.; State representative for Springfield F. & M. Insurance Co., Sentinel Fire Insurance Co., New England Fire Insurance Company and Michigan F. & M. Insurance Co.

The Compton Laboratory, Inc., 409 North Tyler Ave., incorporated by W. E. Tolleson, J. E. Compton and E. Halsell.

Dallas Dress Shoppe, 102 North Ervay St.

Dallas Produce Association, 210 Produce Exchange Bldg.

Dallas Uniform Cap Manufacturing Co., 2108 Elm Street; division of Sam Dysterbach Company.

De Forest Radio Company, Unit 2, Santa Fe Bldg., sales office; home office, Jersey City, N. J.

Ednette Electric Washer Company, 310 North Ervay St., distributors for Eden Washer Corporation, New York. Lyle A. McBee, manager.

Extension Garment Hanger Company, Inc., 3027 Elm Street; manu-

facturers of garment hangers. Tom H. Hood, president.

Field's Twenty-Two Fifty, Inc., 1506 Main St., retail men's clothing; headquarters, New York. Hugh Herod, manager, Dallas store.

Geraldine's Ladies Wear, 2014 Greenville Ave.

Glen Rose Packing Company, 906 South Harwood Street.

Goodman Music Company, 1009 Vermont St.

Gross Millinery Company, 1016 Elm Street.

H. & M. Auto Top & Paint Co., 3020 Main St.

Hamilton Drug Store, 401 South Ervay St.

Harris Sewing Machine Company, 2420 Elm St.

Hausman & Company, 1211 Cotton Exchange Bldg., cotton.

Hedman Manufacturing Company, 1502 Young St.; W. L. Baker, authorized distributors, F. & E. Checkwriters.

Houghton & McReynolds, 619 American Exchange Bank Bldg. Investments; Billie Houghton and Harry McReynolds.

Houston Street Tailor Shop, 216 S. Houston St.

Howard & Owens, 800½ N. Harwood St., cotton.

J. C. Howell & Co., 201 Southwestern Life Bldg. Real estate.

Jacqueline Beauty Shop, 6229 Hillcrest Ave.

David Johnson Motors, Inc., 2206 Live Oak St. Automobiles.

La Camille Shop, 436 Wilson Bldg. Dressmakers.

A. B. Leach & Company, Inc., 818 Praetorian Bldg. Investments. Home

office, Chicago. George K. Meriwether, representative.

Lloyds America, Inc., 1402 Dallas National Bank Bldg., insurance.

McCarroll Cleaning Co., 1619 North Haskell Ave.

Magnuson X-Ray Company, 308 Medical Arts Bldg.

Matson Navigation Co., Athletic Club Bldg. Operating steamship lines from San Francisco to Hawaii, Australia and South Seas. W. L. Metcalfe, general agent, Dallas. Home office, San Francisco.

Mexican Candy Corporation, 2211 Cedar Springs. Candy manufacturers.

W. B. Moore Sales Co., 305 N. Beckley Ave. Barber supplies.

Motor Dealers Corporation of America, 1500 Canton Street. Financing Studebaker automobiles. Home office, South Bend, Ind.; Eugene Weiss, manager, Dallas.

F. G. Munsey & Co., Inc., 813 Cotton Exchange Bldg. Cotton.

C. J. Nalle & Company, 202 Reilly Bldg. Cotton.

National Bank of Commerce, Cotton Exchange Bldg.; home office, New York; Henry M. Bufkin, branch manager, Dallas.

National Surety Company, 1605 Kirby Building. Southwestern branch office; home office, New York.

North Texas Cotton Breeders Association, Praetorian Bldg.

Nunn, Kirby Jewelry Store, 1806 Greenville Ave. Retail.

Panther Oil & Gas Manufacturing Co., 1616 N. Haskell Ave.; home of-

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New Garment Factory of Haggard Co. J. M. Haggard in inset.



Dallas

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E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MGR.

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DALLAS CHAMBER OF COMMERCE OFFICERS

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E. M. Fowler	Financial Secretary
Clyde V. Wallis	Industrial Department
John Boswell	S. W. Div. Service, Highways
A. L. Reed, Sam Goodstein	Transportation
W. H. Moore, L. A. Bell	Memberships
Herbert B. Carpenter	Wholesalers
Robert J. Smith	Manufacturers, Foreign Trade
E. C. Wallis	Publicity
A. B. Jolley, Minn Ruth Payne	Agriculture
Jno. P. McCullough	Road Information Bureau
Mrs. M. E. Tate	Junior Chamber
H. V. DeArmond	
C. L. Norworthy	Pres. Wholesale Mer. Assn.
T. J. Mosher	Pres. Manufacturers' Assn.
Herman Philipson	Pres. Retail Mer. Assn.
Sam P. Cohen	Pres. Junior Chamber

Chamber of Commerce of the United States of America—Joseph F. Leopold, Manager, Southern Central Division.

Open Shop—R. S. Haseltine, Pres.; C. A. Jay, Vice President and General Manager.

Real Estate Board—Roy E. Smith, President; E. A. Bell, Secretary.

Automotive Trades Association—F. A. Ferris, Pres.; Dr. J. H. Connell, Executive Secretary.

Kessler Plan Association—Dr. E. H. Cary, Pres.; John E. Surratt, Secretary.

Hotel Association—H. H. Hudson, Pres.; Mrs. C. L. Hamill, Secy.

National Air Transport, Inc.—C. B. Braun, Southwestern Div. Traffic Mgr.

OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION



And Don't Forget It

New Air Mail Schedule Makes Earlier Deliveries

A very important change was made on October 1st in the arrival time at Chicago of the air mail from Dallas. The plane now arrives at 5:40 A. M., being one hour and twenty minutes earlier than under the previous schedule. There is no change, however, in the departure time from Dallas.

This gives earlier delivery in Chicago and makes connection with four air mail routes which were formerly missed. The new schedule improves the service not only to the following cities on the air mail lines, but to all points within one hundred miles of each city. Mail leaving Dallas any night will arrive as follows:

Chicago	Next 5:40 am
Cedar Rapids	Next 8:00 am
Des Moines	Next 9:00 am
Omaha	Next 10:10 am
Lincoln	Next 10:45 am

Milwaukee	Next 6:50 am
Madison	Next 7:40 am
La Crosse	Next 9:30 am
St. Paul	Next 11:30 am
Minneapolis	Next 11:40 am
Indianapolis	Next 7:45 am
Cincinnati	Next 10:00 am
Peoria	Next 7:25 am
Springfield, Ill.	Next 8:15 am

The new schedule and the greatly reduced rates of 5c the first ounce and 10c each additional ounce, are expected to materially increase the poundage from Dallas. Since the new rates became effective August 1st, many firms, as a matter of sound business practice, are using the air mail on all out of state mail. They do not discriminate between so-called rush matters and ordinary matters, but send all of it air mail, thus eliminating time lost in transit.

BUSINESS NOTES

Otto Schubert, Jr., for five years assistant manager of the Adolphus Hotel, was named managing director pro tem following the sudden death of R. B. Ellifritz.

Miss Grace Fitzgerald was elected president of the Altrusa Club at its organization meeting. Other officers are Eva Pinkston, vice president; Kate Frierson, secretary; Dr. Nina Fay Calhoun, treasurer.

John N. Armstrong has been appointed vice president and general manager of the Lingo Lumber Company in Dallas. He was formerly manager of the W. F. and J. F. Barnes Lumber Company, retail and wholesale departments at Waco.

J. T. Coulson, president of the Texas Drug Company, was elected vice president of the National Wholesale Druggists Association at the recent meeting of the association in Atlanta, Ga.

Alfonso Johnson, formerly of the staff of The Dallas News and one time Trade Commissioner to Japan, has been named educational director of Titcher-Goettinger.

Dr. James Q. Dealey, for thirty-five years a member of the faculty of Brown University, has joined the staff of The Dallas News in an editorial capacity.

Hugh Bass has been elected vice president and manager of the bond department of the Dallas Union Trust Company.

Julius Schepps has been elected president of the Dallas Salesmanship Club. Officers who will serve with him are Mike Watson, Louis Sparkman and Ben Ball, vice presidents, and Wilson Crook, secretary and treasurer.

A. D. Peabody, former head of the Peabody Electric Company of Oklahoma City and Tulsa, has become head of the Electric Appliance Company. This company maintains establishments in Dallas, San Antonio, Oklahoma City and Tulsa.

The State Fair of Texas is the only State Fair in the Union which is self-supporting, and in 1927 entertained a total of 1,028,317 visitors. Its closest rival was the Minnesota State Fair with an attendance of 443,000. The big day at the Fair saw a turnout of 209,000.



He Skips 3 Solemn Questions

WHEN a manufacturer goes hunting a location for a new plant, one of his stock questions is about the fuel. When he comes to Dallas, however, this interview is short and sweet. Usually he has already heard of the city's natural gas, and if not, he can guess it from the famous clear skyline.

So he skips all his questions about fuel haul, handling costs and storage space. All he needs is the rate. And a large plant can get 500,000,000 units of this pure heat for \$81.00.

Dallas gas runs 1,000 B. t. u.'s per cubic foot. . . . this city's "greatest industrial asset."*

*Charles P. Wood of Lockwood, Green & Company, the New York engineers who surveyed the city for the Chamber of Commerce.

THE DALLAS GAS COMPANY

Dispensers of Natural Gas

City Undertakes Fire Prevention

WITH recent announcement of the City Officials that \$1,500.00 has been appropriated and crews of men selected to immediately begin work cutting and removing grass from vacant property, Dallas assumed the lead among American cities in this innovation of Fire Prevention Activities.

It was a logical step. To the layman, the matter of Fire Prevention is of little consequence. Very seldom

does he realize that after all the Fire Insurance Companies are nothing more than collection and disbursement agencies for the public and that he with others of his kind are paying the losses in the form of premium collected in advance at a rate determined by the losses during the previous three-year period.

On February 4th, 1926, President E. R. Brown, of the Dallas Chamber of Commerce, appointed a committee of which A. L. Ruebel, was named

Chairman. This Committee to make a study of fire loss situation in Dallas, and to suggest a definite plan for their reduction. After some sixty days, devoted to many meetings the committee made a report.

The suggestions were:

1. The creation of a Prevention Council under proper origin, so that it would have a legal charter and be so recognized in its endeavors.
2. The addition of a Salvage Club to the Dallas Fire Department.
3. The adoption of a building code.

In May of 1926, the Council was formally created by an ordinance and acting upon the judgment of President Brown of the Chamber of Commerce, then Mayor Louis Blaylock appointed the same Committee as a Fire Prevention Council, adding to the original membership, the Fire & Police Commissioner, the Fire Marshal, the Chief of the Fire Department, and the Chief of the Police Department. He also appointed A. L. Ruebel Chairman of the organization. Since that time it has functioned without hesitation.

The suggestion that a Salvage Club be added to the Fire Department was received with opened arms. In fact, Commissioner Louis Turley then Police and Fire Commissioner, expressed the opinion that if one Salvage Club should be desirable, two would be much better. A Salvage Club was added to the Dallas Fire Department and was placed on twenty-four hours duty at the Central Station. Two captains who were assigned to this squad, were sent to St. Louis, where a model Salvage Club had been in operation for ten years so they might have practical instructions in this sort of work.

Dallas Takes Treatment For Its Growing Pain

(Cont'd. from page 8)

to improve as a place in which to work and prosper and as a place in which to live and be happy. The Dallas we know today is the result of the vision, courage and enthusiasm of our civic and business leaders of the past and present—working in a real spirit of intelligent co-operation they have succeeded in placing our city Dallas in a position of leadership. We are off to a good start but the promising outlook before us is an opportunity that calls for continued co-operative effort from "every bloomin' soul."

We want you to know

THAT we have successfully handled the advertising of a number of Dallas firms in varied classifications for several years.

If you feel that your advertising dollars are not doing their full duty . . . ask us in for a little talk some fine morning.

Morelle K. Ratcliffe
A D V E R T I S I N G
Planned - Prepared - Placed

1220-21 MERCANTILE BUILDING

Telephone 2-8276

Haggar Company Is Expanding

Fifteen hundred citizens of the United States are buying a pair of Dallas made pants every day, entirely consuming the output of the Haggar Company, one of Dallas' newest manufacturing establishments.

For several years J. M. Haggar represented men's clothing manufacturers in this territory. Noting the increasing demand for high quality pants he decided to open his own factory. This he did—in St. Louis. A few more trips into the Southwest and he found he had made a mistake in location and in June, 1923, he picked up his St. Louis plant, including his best employees, and moved to Dallas, establishing himself in the fourth unit of the Santa Fe Building.

Ninety-six operators are now employed by Mr. Haggar and this number will be steadily increased until, by January 1, he plans to have 250 machines in operation, producing more than 2,000 pairs of pants each day.

In addition to Texas Mr. Haggar's salesmen are covering Kansas, Louisiana, Mississippi, Alabama, Oklahoma and New Mexico.

The Haggar Company plant is complete and fitted with the most modern machinery for shrinking, cutting and sewing.

"The reception given Keen Built Trousers has been far beyond my fondest expectations," Mr. Haggar said in discussing the progress of the company since its establishment here. "I find the 'Dallas Made' label is welcome anywhere in the Southwest.

"I am convinced that Dallas offers an unusual opportunity to other manufacturers and I believe that if a factory will turn out a good product at the right price it will find an opportunity for growth here far in advance of any other section of the country."

Replica of Dallas Plant At Fair

A complete reproduction in miniature of the Tennant-Haskins Auto Wash Company is one of the feature exhibits of the State Fair this year. The replica is only 7 feet long but shows in detail the work of the parent plant at 2122 Ross avenue. A string of very dirty cars is going in at one end of the plant and others, bright and shining are coming out at the other end.

The greasing, motor washing and battery service departments are shown and the slogan "All set to go in 15 minutes" is prominently displayed.

Fred Tennant, head of the company, supervised the installation of the exhibit.

The annual value of Texas mineral production has increased from \$5,316,000 in 1900 to more than \$350,000,000 at present.

The Crosley Gembox

Amazingly low price for
an all electric set



Complete

\$100⁰⁰

including set, speaker, all tubes



For
**Crosley
Radio**

Telephone 2-9321

Dallas Power & Light Co.

The Community Chest

A Resume of the Campaign Committee's Interpretation

By HENRY T. LEVY, Executive Secretary, Dallas Community Chest

DALLAS no longer considers it heartless to be efficient in its charity-giving. The American Red Cross and the Mississippi flood relief proved that scientific business methods can be applied to public charity. The Community Chest in Dallas is one of three hundred eleven in the United States that stand as the modern way of helping the other fellow.

Business men in Dallas have accepted the Community Chest because of its advantages for them and because of its advantages for the beneficiaries. They haven't accepted it without some trace of opposition, however, which has usually taken the form of pride in individual giving. It was a real sacrifice from the big man, when he came around to saying, "WE fixed that family up," instead of "I chanced on that family and put them on their feet all by MYSELF." The trouble with that system was that the families sometimes were not "chanced upon" and sometimes the wrong family was "chanced upon."

The realization has come that our charitable system has lagged a hun-

dred years behind our commercial system; that the day has come when organized giving must supplant individual giving. Otherwise Dallas would have needless duplication while the urgent needs of hundreds of deserving people would go unheeded.

The kindness of Dallas is as great as ever. Last year 72,824 people were given help. Many of them would have gone unaided, undiscovered, without the all-covering eye of the 26 Chest agencies. They do not guess; they KNOW where help is needed while the experienced beggar can play upon the sentiment of the inexperienced giver.

While acknowledging these points, the business man has welcomed relief from incessant drives, tag days and requests that nicked high and low in streets and offices. Every agency in the Chest, except the Child Guidance Clinic, was already getting its budget from the public before the Chest was organized. Now, ten days are asked each year of Dallas business instead of the former 250, which frequently overlapped.

Quoting Sawnie Aldredge, who took

the office of mayor in 1922, the year before organization of the Chest: "There was hardly a day from September 15 to December 10 that there was no money raising drive in Dallas."

Increasing in its power to injure each year is the loss of perspective by the men who were most heckled during the old days. The Chest is facing the tendency of some of its subscribers to give less each year and to place the year's sweep in the light of an ordinary drive. To combat this a campaign within a campaign will be waged this year to "step up" subscriptions—in many cases on a 25 to 40 per cent increase basis.

The campaign will hold Dallas' attention from Nov. 13 to 22. Four thousand workers will tackle a goal expected to be around \$550,000—more than has ever been asked before. The mark is not set for the sake of challenge but because of the acute need of the 26 agencies, all of which have gone in debt to keep up the standard of their work—a standard more than threatened by the \$69,000 shortage in last year's campaign.

"Big business" solicitation will be-

Introducing the Famous Monocoupe



The Ultimate Plane

For the Private Owner

Aerial Passenger
and Package
Transportation

Flying Instructions
Scenic Trips

Write or Call for Information

TRAVEL AIR WAYS COMPANY

TEXAS DISTRIBUTORS

Travel Air and Monocoupe Airplanes

Love Field, Hangar 4

DALLAS

Phone 5-3610

gin Oct. 22 covering big business—banks, oil companies, big retailers and wholesalers, manufacturing, cotton, public utilities and other industries, including those with main offices elsewhere. This should have the campaign well on its way to the goal at its opening.

The "big man" will be asked this year to step up from 60 per cent to 75 per cent as his part of the total raising. On the basis of \$550,000 his share will be \$412,500. The regular army of workers will cover downtown Dallas; keymen in industries will solicit among their fellow workers beginning Nov. 8; negro workers will cover their district and schools will co-operate with the educational division.

The working theory of the campaign is: Enough people to reach enough people will bring in enough money.

The proposition to workers is: The more soldiers, the less asked of the army.

The proposition to givers will be: More people must give; people must give more.

Agencies in the Dallas Community Chest are:

Camp Fire Girls.

Camp Sterling Price (Confederate Veterans).

Civic Federation of Dallas.

Dallas Child Guidance Clinic.

Dallas County Humane Society.

Dallas Baby Camp and Hospital.

Dallas Kindergarten, Nursery and Infants' Welfare Association.

Dallas Street and Newsboys' Club.

Dallas Tuberculosis Association.

Empty Stocking Crusade.

Garrett Children's Memorial Home.

Girls' Protective Association.

Girls' Recreation Camp.

Girl Scouts.

Maria Morgan Branch of the Y. W. C. A.

Hope Cottage Association.

Recreation Camp for Orphan Children (Salesmanship Club Camp).

Texas Howard Association.

Travelers' Aid.

The Salvation Army.

Social Service Exchange.

The United Charities.

United Daughters of the Confederacy (Cemetery Work only).

United Spanish War Veterans.

Young Men's Christian Association.

Young Women's Christian Association.

Concert Series

The concerts being presented by The Dallas Concert Course are a splendid contribution to the fine arts program of the season. The eight concert days are being made trade-trip days for people living in small towns and a rate provided by the interurbans and bus lines. The management is also making concession to students of affiliated schools.

Texas now has 6,200 miles of electric transmission lines and 9,000 miles of local distribution lines.



Real Masculine Hand Luggage

PADGITT WARDROBE SUITCASE

*... light weight - - compact size
packs like a wardrobe trunk*

AT LAST, you can carry an extra suit that is always ready to wear—in fact, the Wardrobe Suitcase holds four suits wrinkle-less on form-fitting hangers just like a wardrobe trunk . . . space for shoes—trays for haberdashery and all the other travel accessories you will need . . . just as practical for overnite business trips—slides 'neath the Pullman seat—as it is for a month's vacation tour . . . can be carried on the running board of the car—in the stateroom or in airplane cabin . . . you can laugh at the Red Cap as it is light enough to carry.

Your choice of

PADGITT, WHEARY and MENDLE

Priced amazingly low at

\$12.50 to \$50.00

Padgitt Bros. Co.

1020 Commerce St.

Wholesale

Retail

ASKEW

stands back
of
his merchandise

**OFFICE
FURNITURE**

New &
Used



310 N. AKARD ST. CALL 7-1220

All set to go
IN 15 MINUTES !

Watch your car go through—you won't be in the way

Commercial and pleasure cars thoroughly washed and
vacuumed in this time.

Greasing (another 15 minute service)
Polishing
Motor and Chassis Cleaning
Battery Service
Texaco Gasoline, Motor Oils and Greases
Ethel Gas

We operate under the Edler System Patented.
The only one in operation this side of Pacific Coast.
250 cars thoroughly cleaned per day.

Tennant-Haskins Auto Wash Co.

ROSS AND PEARL

7-3297

7-3298

Vesti La Giubba

(Cont'd. from page 5)

aunt, the Comtesse; and Eugene Thompson is seen as Mr. Venables. The entire production is under the personal direction of Oliver Hinsdell.

Two of the most important features of a Little Theatre production are the settings and costumes. Careful attention to design, color, and execution of these are what give the necessary finish that marks an artistic production. While Oliver Hinsdell works with his cast he, at the same time, supervises the work of his scenic artists and costumers. Tom Broad, a Dallas architect, designed the settings for "What Every Woman Knows"; these were built and painted at the Theatre, under the direction of Mrs. Albert Swinsky, Jr., and the decorations and properties were arranged by Mrs. Arch Allen. Costumes for the play were designed and made by Mrs. H. L. McClung; lighting effects are handled by Charles L. Kribs, Jr., and William Pierce; the make-up artists are Marion Woodward and Frank Harting. Leslie Hauger is stage manager and Mrs. W. P. Bentley, the chairman of the box-office.

Tickets for "What Every Woman Knows" are on sale at the Little Theatre of Dallas, 3104 Maple Avenue. Reservations for seats may be made by telephone, 7-3108, or by taking advantage of the newly instituted mail order service. The night performances begin at 8:15 and the matinee performance at 2:15.

Story of Little Theatre

(Cont'd. from page 7)

booked for a tour of the Interstate circuit.

In 1925, it was an even more sporting thing to enter the Tournament than the year before, since Dallas held the Cup, so the search for a play resulted in Paul Green's "The No 'Count Boy". The Little Theatre of Dallas returned to New York, won the competition for a second time, and introduced Mr. Green, the author of the play, to Broadway.

The third time was the charm. Oliver Hinsdell found "El Cristo", selected an excellent cast, went again to New York and again brought back the first prize. The Dallas Little Theatre has not entered the Tournament since 1926, owing to the fact that it was busy with its plans for the new playhouse, but the Belasco Cup has gone to two British groups within the past two years, and has yet to be won by an American group since the withdrawal of Dallas, and by any theatre for three successive times. No silly, slipshod organization could have accomplished that.

Helps Other Theatres

The Texas Little Theatre Tournament, organized by the Little Theatre of Dallas in 1926, has proven a success in its three years and has offered the Little Theatres of Texas

an opportunity of comparing their work with other groups over the state. Dallas has never competed in this contest, but it has decided to enter the 1929 competition which is to be held in Houston under the auspices of their Little Theatre. In 1928, the Little Theatre of Dallas was designated as the headquarters for the Southwest Regional Conference, one of the four theatres selected from all parts of the country. The Dallas group has been recognized because of its honesty of purpose and the seriousness of its work. For several years past and for the future, the Little Theatre of Dallas has succeeded and will succeed solely on the merit of its achievement in the art theatre world.

Even the spacious new building, completely equipped, cannot save the Little Theatre if the Little Theatre fails its discriminating public. The Little Theatre wanted its critical audiences; it wanted its larger house and greater facilities. It now has them both. The citizens of Dallas are realizing what a tremendous effort and struggle have been put forth in order to achieve these results and how great a part they have played and can play in the success of the Little Theatre of Dallas. It is not likely that either will fail the other.

New Firms

(Cont'd. from page 11)

fice, Fort Worth. Herman B. Tinsley, Dallas branch manager.

Patton & Depp Machinery Co., 309 North Harwood St. Woodworking machinery, representing J. D. Wallace & Company.

Peggy Jane Manufacturing Company, 1104½ Commerce St. Manufacturers of house dresses.

Pioneer Fire Equipment Co., Inc., Commerce and LaFrance Sts.; J. Ed Schmidt, president; fire fighting equipment.

Publishers Feature Service, 214 Andrews Bldg.

Radio Corporation of America, Santa Fe Bldg.; Southwestern distributing and service branch; home office, New York, N. Y. M. S. Tinsley, district manager. This is third large branch established, others being at Chicago and San Francisco.

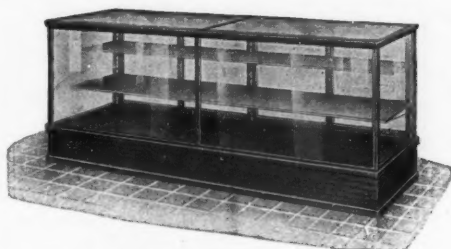
Rand, Adams & Rain, 414 Allen Bldg. Sales company.

Redfield, Van Evera & Company, 1204 Republic Bank Bldg.; municipal bonds. A. S. Van Denburgh, Jr. Resident manager. Home office, Los Angeles.

Refinery Castings Corp., corner W. Commerce and First Avenue, West Dallas, Grey iron foundry. Charles Sibbitt, president.

R. B. Roberts & Co., 1115 Cotton Exchange Bldg. Cotton.

Roter Pickle & Canning Company,



From Manufacturer direct to you—at a saving in price and freight

THE Dallas Market

has a large modern factory, comparing favorably with any in the country devoted to the manufacture of

Show Cases and Fixtures

for the Dry Goods, Millinery, Jewelry and Drug Trades.

SOUTHERN FOUNTAIN & FIXTURE MFG. CO.

1900 Cedar Springs

Dallas, Texas

Phone 7-6098

The Pivotal Point of the Dallas Wholesale Market



Wholesale Merchants Building

The home of scores of wholesalers and manufacturers

Due to the moving of the Southwestern Bell Telephone Company to their new building we will have available November first 15,000 square feet on the seventh and eighth floors that may be divided into units of 1,000 to 7,500 square feet.

Rates on Application

D. L. Whittle, Manager

Phone 2-4511

912 Commerce St.

Dallas Concert Course For 1928-29

A Vital Factor in the Cultural Life of
a Great City.

AT FAIR PARK AUDITORIUM
Paul Whiteman, November 5th
"Nauty Marietta", November 10th

AT McFARLIN AUDITORIUM
(S. M. U.)

Francis Macmillen, November 30th
Agnes Weeks, December 10th
The Revelers, January 24th
The Prague Teachers' Chorus,
February 11th

Tony Sarg's Marionettes, March 16th
Sophie Braslau and Joseph Lhevinne,
April 17th

J. ABNER SAGE, Manager
Downtown Office, Adolphus Hotel
Lobby
Phone 2-1328

Hanway & Williams

Jas. L. Hanway
Insurance in all its branches
203 Central Bank Bldg.
Phone 2-3822

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LABELS

Dallas Label Box Works
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Cannon Ball Towel Supply Company

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Everything furnished in the
Towel Supply Line

Service Unexcelled Phone 2-2736

American Audit Company OF TEXAS

Thomas Building
2-7958
Dallas, Texas

Our new rotating 'phone

7-6523

SIMS LETTER CO.
606 Wholesale Merchants Bldg.

2834 Medill Street. L. J. Roter, president. Manufacturers.

Sedwick Sign Company, 2220½ Main Street.

Shackelford Produce Co., 2019 Cadiz St.

The Smart Shop, 1310 Elm Street. Ladies' clothing.

Smith-Jones Company, 111 W. Jefferson Ave. Radio.

Southwestern States Telephone Company, Main and Washington Sts., general offices. Company owns and operates number of telephone systems in the Southwest, and is a consolidation of the West Texas Telephone Company of Brownwood and Southwest Telephone Company, Little Rock, Ark.

Southwestern Cotton Company, 301 Coke Bldg. Cotton. R. E. DuBois, president.

J. B. Stokes, 717 Cotton Exchange Bldg.; cotton; selling agent for Sunshine Cotton Standardization of Collins County.

Studio of Art, 407 Melba Bldg. Portraits.

Texas National Life & Accident Insurance Company, 615 Marvin Bldg. Trammell's Dry Goods Store, 1906 Greenville Ave.

Tri-State Distributing Co., 1426 North Zang's Boulevard, Paint.

Universal Casualty Company, Santa Fe Bldg. Organized with \$500,000 capital, to write general casualty lines, covering fifteen states. Affiliated with Universal Automobile Insurance Co. Edward T. Harrison, president.

Vapo Products Company, 1823 South Beckley Ave. Chemicals.

The Vibratome Sales Company, 402 Lansing Building; distributors for Holmes Mfg. Co., Kenosha, Wis., manufacturers of health vibrators.

Wesson Jewelry Company, 201 W. Jefferson St. Retail.

Lloyd A. White, 813 Southwestern Life Bldg.; wholesale hosiery.

Wright & Dufton, 201 Coke Bldg. Cotton.

Maltex Expands

The Maltex Manufacturing Company, 706½ Commerce Street, handkerchief manufacturers, have added new equipment to their plant for the manufacture of bias binding for the garment manufacturing trade. They are already selling their product throughout the South and Southwest, principally to manufacturers of house dresses. The new unit will give employment to ten additional operators.

Matson Line Opens Dallas Office

The Matson Navigation Company has opened a Dallas office in the Athletic Club Building, to serve the increasing number of Dallas tourists to Hawaii, Australia and the South Seas. W. L. Metcalfe has been named general agent in charge of the Dallas office.

even

GENERAL MOTORS says: "Body by Fisher"

In this age of efficiency and specializing, the progressive advertising agency and the alert advertiser do not depend on the limited facilities of the publisher for their advertising typography.

They require and utilize the services of an organization whose craftsmen have studied advertising and think in terms of sales appeal.

Don't let a housepainter do your art work

ADVERTISING TYPOGRAPHY is as much a separate profession as that of the commercial artist or the copy writer. It requires years of study and experience to "make type talk" without being garrulous.

Let us show you proofs of our typography on the twenty-seven full page advertisements that appeared in national magazines during the month of September. Also proofs of some of the advertisements that appeared in the local newspapers and sectional magazines.

Consultation

without obligation

Just phone 2-6881. We may be able to help you improve your advertising. It costs nothing to find out.

Stellmacher & Clark, Inc.

Advertising Typography
Advertising Printing
Advertising Specialties
Rotary Phones 2-6881

S. Koenigsberg,

Inc.

Tailors and
Importers

MAKERS OF MEN'S FINE
WEAR EXCLUSIVELY

1306½ Main St.

STEVENS ON PRINTING CO.

TELEPHONE
7-4436
HIGH CLASS PRINTING
STEEL DIE EMBOSING
COPPER PLATE ENGRAVING
2012 BRYAN ST. AT MARWOOD
DALLAS

ATLAS Trash Cans

can be built in special sizes,
reinforced for extra
strength if desired, to meet
the individual require-
ments of business firms.

Atlas Metal Works
DALLAS

To Aid Dallas Inventors

Organization of the Associated Factories Corporation, a concern which offers for the first time in American business history, it is believed, a complete line-up of facilities for the development of patents and inventions, from the rough idea to the final delivery of the finished product into the hands of the consumer, has been announced in Dallas.

The corporation includes in the personnel of its officers and directors some of the most prominent business men of Dallas.

Officers are W. M. Whitenton, president; L. H. Fitzhugh, vice president; Judge John M. Spellman, vice president and general counsel; Porter M. Travis, vice president and secretary; Sam P. Cochran, treasurer; Walter B. Lower, assistant vice president; F. B. Kelly, assistant vice president; members administration and general board: Nathan Adams, Louis Blaylock, Sam P. Cochran, C. J. DeWoody, P. R. Freeman; F. E. Hendricks, Joe E. Lawther; Z. E. Marvin and J. G. Webster. Members Technical and Engineering Board: W. M. Whitenton, Jean H. Knox, Leonard Stahl, Dr. J. E. Mifflin, M. Griffin O'Neil, John M. Spellman, R. M. Redding, Henry L. Battle, J. Munday, R. E. Cannon, L. H. Fitzhugh and Porter M. Travis.

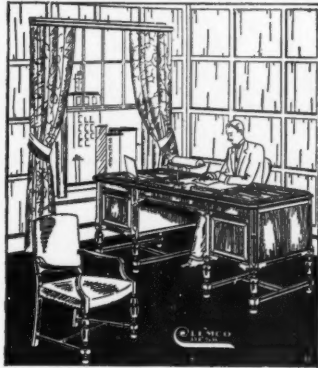
The plan of operation includes the building up of a national sales organization, which will be utilized to distribute such patented articles and products as the company determines to distribute directly. It also includes agreements with a number of manufacturing concerns throughout the country for making under contract these products. In addition, the corporation will sell its products through already existing jobbing and retail distributing organizations, and will do an extensive business in the sale and brokerage of patents and inventions.

The corporation occupies a suite of offices on the eighth floor of the Marvin building, and has already opened its legal and research departmental branch office in Washington. Later, branch sales offices will be located in various cities throughout the country, as it is planned to conduct its operations on a national scale.

Control of a number of valuable patents and inventions already has been secured, and the corporation has actively begun its operations.

According to the last census there were 4,931,905 people in this country over ten years of age who could neither read nor write.

Virginia had the largest population (747,610) of any state in the Union when the first census was taken in 1790.



THE possession of a fine office creates and gives to your visitors the favorable mental impressions so necessary to the success of your business. A fine office builds confidence. It establishes prestige, sponsors respect, encourages substantial friendships and heightens morale of employees.

Vance K. Miller Company

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DALLAS, TEXAS
Surveys, Investigations and Reports

Watching Dallas Grow



Month by month, in this column, will be recorded the growth of
Dallas as shown by the available statistical information.

BANK CLEARINGS		BANK DEBITS	
	1927	1928	1927
January	\$229,992,906.46	\$229,304,531.28	\$223,303,000
February	196,745,819.83	202,756,886.66	196,631,000
March	220,543,122.81	218,410,753.88	211,214,000
April	200,626,827.89	199,600,686.28	208,980,000
May	192,025,092.80	208,895,503.85	181,433,000
June	190,192,864.47	200,643,340.36	188,284,000
July	182,591,715.82	198,047,700.20	185,981,000
August	192,633,168.78	209,277,120.12	189,293,000
September	255,592,042.29	261,719,706.91	243,714,000
October	284,698,815.71		268,064,000
November	259,541,248.42		258,992,000
December	240,808,716.72		269,485,000
Total	\$2,645,992,040.40		\$2,620,377,000

BUILDING PERMITS		POSTAL RECEIPTS	
	1927	1928	1927
January	\$ 412,624	\$619,989	\$311,033.63
February	528,992	584,634	312,651.92
March	1,083,994	858,466	336,314.91
April	576,703	798,573	302,316.28
May	733,423	580,560	290,903.21
June	1,466,225	781,701	308,521.35
July	673,837	870,582	245,918.46
August	770,975	750,544	306,198.75
September	2,198,659	835,144	333,030.13
October	451,704		358,282.32
November	524,932		327,146.30
December	352,525		422,787.67
Total (Dallas proper)	\$9,774,846		\$3,855,787.93

GAS METERS		TELEPHONES	
	1927	1928	1927
January	62,479	64,881	65,198
February	62,702	65,021	65,547
March	62,724	65,532	65,854
April	62,832	65,712	65,991
May	62,885	65,892	65,925
June	62,952	66,030	65,486
July	63,026	66,081	65,364
August	63,123	66,129	65,365
September	63,354	66,180	65,877
October	63,740		66,461
November	64,298		66,859
December	64,711		67,085



Part of Western Union Main Office Operating Room

100,000 Messages A Day

(Cont'd. from page 9)

"Why this phenomenal development in the telegraph business?"

The introduction of the night letter and the day letter services some years ago marked a notable step forward in the extension of the utility of the telegraph to the public. These overnight and deferred day services, affording the facility of sending communications of letter length by wire, at low cost, promptly made a permanent place for themselves in our scheme of business and social correspondence. They have had much to do with opening the way to a better understanding of the adaptability of the telegraph to an infinite variety of purposes, and have thus played an important part in bringing about a change in the public mind. We do not have to go so very far back to recall the day when a telegram was commonly associated with the idea of calamity and distress.

Speeding Up

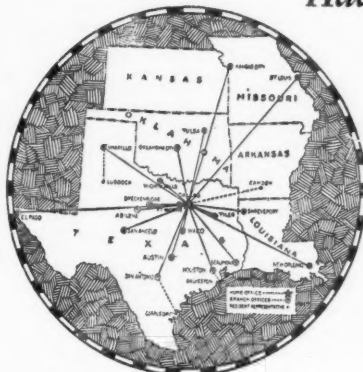
The speeding up of modern business processes calls for the quicker handling of transactions. Consequently sharpening competition has brought home to the business man the necessity of keeping in the closest touch with the trade to which he sells, as well as with the market from which he buys, and with the units of his organization. Men of constructive imagination have been quick to discern the value of the attention-compelling power peculiar to the telegram. They have reasoned that a telegram always commands preferred consideration and is not sidetracked by some routine handling; that its appeal is powerful and its demand for prompt action insistent. As a result of the experiments in this direction the telegram has demonstrated a quite remarkable efficiency as a sales medium and business builder. Files of five hundred or a thousand telegrams are no longer uncommon. There have been occasions when more than one hundred thousand telegrams were sent simultaneously.

The telegram is used for buying as extensively as it is for selling. Dealers, large and small, are utilizing it most freely to keep their stocks frequently and newly replenished, with a consequent saving of capital tied up and of wastage in dead stock. Again, it has been found to be a most effective agency for bringing in delinquent accounts. Wholesalers and jobbers employ it as a constant encourager of their sales force.

Congressman's Views

The development of facilities for handling traffic has kept pace with the increased use of the service. Once upon a time a certain congressman spread upon the Congressional Record a speech in which he made the statement that telegraph companies were not progressive and consistently refused to encourage inventors of new methods. It would be interesting to

Twenty-five Years Ago the Southwest Had to Depend on the



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Plate Glass
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Compensation
Public Liability
and Automobile
Insurance

—at lower cost.

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These companies have not only proven themselves thoroughly capable of providing sound protection but, by reason of their location, have made it possible for the buyers of insurance in the Great Southwest to secure insurance service as prompt and efficient as that which Easterners receive from their own home companies.

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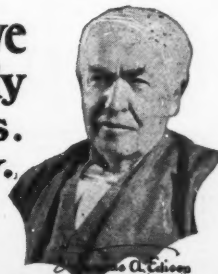
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lead the distinguished gentleman (now long since retired) through the Dallas office and to exhibit to him what has been accomplished in the perfection of automatic telegraph transmission. The development of automatic telegraph apparatus has occupied the attention of scientists for many years. Many contrivances have from time to time been perfected and have had their day, to give place to improved and more effective mechanisms.

In handling telegrams seconds count, and the great object to be achieved is the elimination of every moment's loss of time. Moving belts have been installed in the operating rooms to carry the messages from one operator's station to another. Num-

erous other time-saving devices have been provided, and new ones are added as fast as they can be devised. There has been constant improvement in the methods of keeping a check on the movement of the traffic within the offices by a highly-developed supervisory organization, and between offices by a system of traffic dispatching.

Whether more exacting demands begot improved facilities or whether improved facilities breed more exacting demands is a question difficult to answer. In any event, there is no doubt a reciprocal influence, and it is the telegraph company's task to keep the facilities always a step in advance of the demand.

Art In Industry

Returning from the "Art Pilgrimage" and the International Art Congress in Prague, Ellsworth Woodward, president of the Southern States Art League, reports that the most significant fact noted was the realization among all nations of the importance of art in industry today, and of the human element as the winning factor in present-day competition, rather than abundance of raw products, cheapness of manufacture, or ease of transportation. He found art schools everywhere realizing the need of teaching applied art. He foresees a great future for art in the South, as this section grows more industrial, and business men wake up to the importance of design and aesthetic qualities in marketing their products.

Butter From Kerosene

The coal furnace and stove, twenty-five years from now, will be things of the past, Roger W. Babson, head of the Babson Statistical Organization, declares.

"All householders will be compelled by law to use either gas or electricity for heating, cooking, refrigeration, power and other industrial and household purposes."

A quarter century hence, says Mr. Babson, gold will be made from lead; butter, milk and cheese from kerosene; tides will be harnessed and the heat of the sun will be utilized in industry.

"Office buildings, factories and apartment houses will be built without windows in order to obtain better ventilation," Mr. Babson declares. "Street intersections, where traffic policemen are now necessary, will have overhead bridges. All main streets will have two stories of sidewalks with special provision for the parking of cars anywhere on the payment of a fee. When the helicopter is perfected, every house will have a hangar on the roof."

Unless a man honestly tries to improve himself and his work each day he does not know what real happiness is.

In England there are 701.3 persons per square mile; in the United States 35.5.

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Modern style is the best way to describe these rugs . . . to be seen in the finest homes and up to date apartments following the present mode.

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There is no other rug like a Klearflax—only Klearflax has the distinctive appearance and inbred qualities of Pure Linen.

IMPROVES WITH WEAR

Like all pure linen, Klearflax Rugs improve with wear—the colors grow more beautiful.

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Klearflax Rugs are made of strong linen flax which resists hard wear.

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Klearflax Rugs are heavy enough to lay flat.

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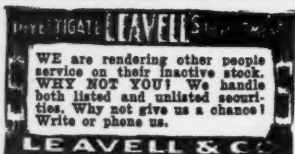
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Employers' Service Bureau



Ties That Bind

(Cont'd. from page 10)

ment. To forestall the possibility that any of these viaducts may prove inadequate by the time completed or soon after the Association proposes to use its influence to see that none of them has a paved road-way of less than 72 feet in width.

The Association also included in its first nineteen projects definite pledges to secure the opening, extension or



AUSTIN E. BURGESS

widening of several streets which now do not go through as they should or which are too narrow to carry the traffic which seeks to flow along them.

One of these is the extension of Jimtown road, beginning at Hampton Avenue and extending from that point eastward to South Edgefield, thence across Cedar Creek to Chester street parallel to the Santa Fe railroad to Grady, across Beckley and Ewing until finally terminating in a road leading to the Corinth street viaduct, underpassing railroads and car lines where necessary.

This opening of Jimtown is of great consequence to south Oak Cliff for it will provide an east and west thoroughfare where none now exists south of 12th street, which thoroughfare will intersect all of the north and south traffic-ways of Oak Cliff.

The program of the Association includes the widening and straightening of East 10th street from its intersection with South Ewing to a point where it will connect with the Corinth street viaduct, underpassing the Interurban railroad enroute. It includes the improvement of East 8th and Davis streets from Zangs Boulevard to North Lancaster and the widening and establishing of a building line along these routes. The three east and west traffic mains just mentioned will effect a much better distribution of traffic by relieving Davis street, Zangs and Beckley and diverting a portion of the traffic to the Corinth street viaduct.

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DALLAS—A CITY DIVIDED

Birds-eye view showing how the flood plain of the Trinity River divides the eastern and western, or Oak Cliff, sections of Dallas. When the frequent overflow of the river is prevented by suitable embankments this waste land will fill with factories, wholesale houses, stores and homes.

which the Association is pledged to widen or otherwise improve is the highly important Beckley project. It is, of course, impracticable at this time to widen Beckley along a portion of its route but the Association proposes to see a building line established making Beckley 100-feet in width and feels confident that the passage of time will bring about the widening of this street and that without any particular cost. Another project is the extension of South Marsalis across one corner of Marsalis Park to connect with South Marsalis in Trinity Heights, underpassing the Santa Fe railroad enroute. This will create the new passageway into Trinity Heights, greatly relieving Beckley and Lancaster pike, and probably becoming of equal importance with them.

The Association also proposes to have carried out that portion of the Ulrickson plan which calls for the extension of Denley Drive northward and northeastward from its present terminus to intersect the Jintown Road extension and continue from that point to a union with the Corinth street viaduct road, underpassing the

Trinity Heights car line enroute. This street when opened will give the people of Trinity Heights a direct route from their section into the city. When this and the Marsalis extension are completed Trinity Heights will have four avenues of entry and egress to Dallas in place of the two which now exist.

The Association is also pledged to continue its activities in working for the completion of the Inner Boulevard and the location and the improvement of the south loop of the Outer Boulevard from the Exall Highway westward and northwestward to a point near the junction of the Mountain Creek with the Trinity river.

Other than bridges and street improvements, the nineteen projects in the first group of the program of the Association for the year include the purchase by the city of a park site of 52 acres on Thomas Hill, under an option already existing, the establishment of a public market west of the river, the construction of a Y. M. C. A. building, the establishment of service branches for all of the public utilities of Dallas including the express

Leake, Henry, Wozencraft & Frank

Attorneys At Law
Suite 604 Magnolia Building
DALLAS, TEXAS

Sam A. Leake, W. T. Henry, Frank W. Wozencraft, Joseph D. Frank,
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General Civil Practice

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

of "DALLAS," published monthly at Dallas, Texas, for October, 1928.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared E. C. Wallis, who, having been duly sworn according to law, deposes and says that he is the Editor of the Magazine "DALLAS" and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

NAME OF—
Publisher, Dallas Chamber of Commerce,
Editor, E. C. Wallis,
Business Manager, Earl Y. Bateman,

POSTOFFICE ADDRESS:
Dallas, Texas
Dallas, Texas
Dallas, Texas

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)

OWNERS: Dallas Chamber of Commerce, Dallas, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) NONE.

(Signature of editor, publisher, business manager, or owner.)

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

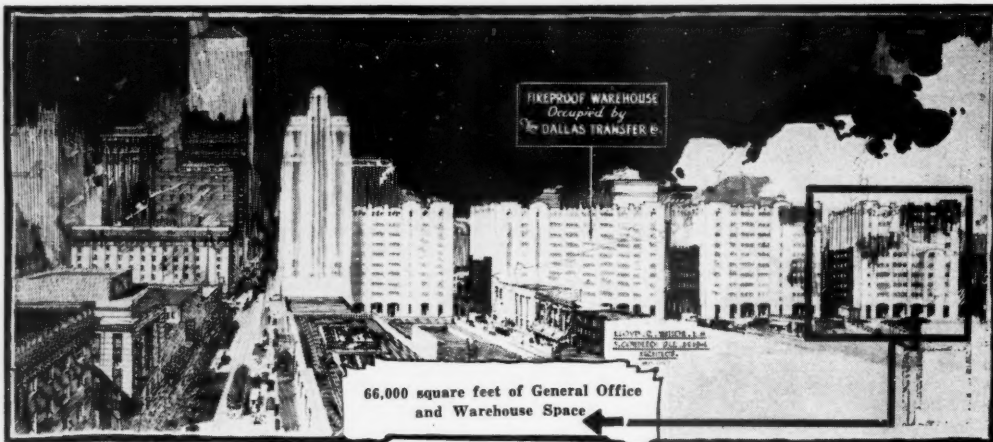
5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.)

E. C. WALLIS, Editor.

Sworn to and subscribed before me this 1st day of October, 1928.

(SEAL)

C. F. POAG, Notary Public.
(My commission expires June 1, 1929.)



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1116 Santa Fe Building

company and the city water department, and the establishment of an emergency hospital by the city with necessary ambulance service.

The Association is also pledged to secure an enlargement and extension of the water supply and equipment throughout the section west of the Trinity river by having the city install two large storage reservoirs and additional mains to supply the needs of a population of 100,000 people on the basis of 110 gallons per day. These figures show clearly that the Association is building no small plans. By these reservoirs and additional mains the management of the Association is confident there can be secured a material reduction in the fire insurance key rate in Dallas west of the river.

In the second group of projects the Association has placed a proposal to develop a modern boulevard along the north bank of Coombes Creek beginning at Beckley Avenue following the creek for a time and looping back to west Commerce street along the west Dallas pike. By this means it is expected to beautify and develop a section which is now poorly served by traffic-ways but which has much inherent beauty.

The program of the Association for 1929 includes much more than is here enumerated, the remaining projects being mostly street openings, straightenings and widenings. But this should be sufficient to show that the Association is conscious of the greatest opportunity for civic service which has ever faced it and is determined not to fall short of its opportunity.

The greatest length of Texas, north to south, is 740 miles; the greatest breadth is 825 miles. It is farther from Texarkana to El Paso than from Texarkana to Chicago.

There are almost 800 newspapers in Texas published in 530 cities and towns. Of these 106 are dailies.

A factory at Marathon, Texas manufactures rubber from the guayule plant. This plant grows in the Big Bend section of the state.

Brewster is the largest county in Texas. It has an area of 3,739,680 acres. Rockwall is the smallest. It has 95,360 acres.

Baylor County has voted a \$275,000 bond issue as a step toward completion of the country's projected 90-mile paving program.

Texas produces large quantities of lime stone. The annual value of the product is about \$2,500,000.

The production of sulphur in Texas reaches more than 1,500,000 tons annually and the value ranges as high as \$12,000,000.

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General Civil Practice

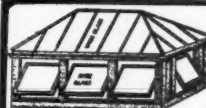
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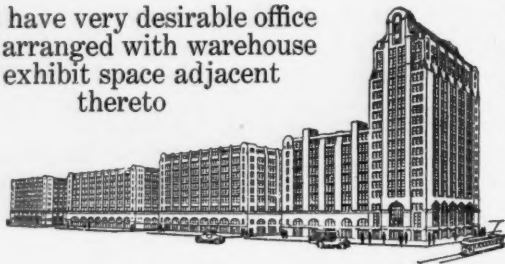
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10-27-A

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...PIPED FROM THE WELLS TO YOUR CITY

Texas Income Tax Increases

Texas paid \$47,332,528.04 in income and miscellaneous taxes, the Treasury Department announced, making public internal revenue collections for the fiscal year 1928.

Income taxes alone amounted to the enormous sum of \$45,659,115.59, of which \$29,770,430.55 was paid by corporations and \$15,888,685.04 by individuals.

Income taxes paid into the Treasury from the Lone Star State increased 6 per cent, while for the Nation they decreased 2 per cent. Spotted prosperity was shown by the report. Thirty-one States paid less than in the previous year, and seventeen States a larger tax than they did in 1927. Besides Texas the States showing increases were Arizona, California, Connecticut, Delaware, Illinois, Montana, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Rhode Island, Virginia, Wisconsin and Wyoming.

Delaware showed the greatest gain, 40 per cent, and Florida the greatest loss, 52 per cent. The increases generally were in industrial States. Heavy losses were shown in the farm sections of the West. The one gain in this section was in North Dakota, which was barely 1 per cent.

Of the States adjoining Texas, Arkansas showed a 16 per cent loss; Louisiana, 21 per cent loss; Oklahoma, 13 per cent loss; New Mexico, on the other hand, showed a gain of 17 per cent.

For the Nation income tax collections for the year amounted to \$2,174,573,102.89, compared with \$2,219,952,443.73 for the fiscal year 1927.

The Second Texas District, with headquarters at Dallas, collected \$24,019,022.13 for the fiscal year 1928 compared with \$19,868,252.64 in 1927, a gain of 31 per cent. Only two collection districts in the United States, that for Delaware at Wilmington, and for Nevada at Reno, each of which showed 37 per cent gain, exceeded \$23,313,505.91 compared with \$25,090,955.16 for the year 1927. Not all of Uncle Sam's activities in 1928 were collecting taxes. The Treasury refunded \$142,393,567.17 of illegally collected taxes to a total of 168,501 persons sharing in the refund.

The three biggest sources of revenue for the Government in 1928 were corporation tax, \$1,291,845,989.25; individual income tax, \$882,727,113.64, and cigarette tax, \$301,828,344.62.

It cost the Government \$32,913,853.99 to collect the tax and administer the Internal Revenue tax laws for the fiscal year 1928, making the cost of operation \$1.18 for each \$100 collected. In 1927 the cost was \$1.15 for each \$100 collected.

—From the Dallas News.

Color In Office Furniture

The field of decoration has widened until it has entered the hard-and-fast realm of business. Efficiency, the executive has learned, increases with the addition of beauty in office or store equipment. Every successful business concern now has surroundings decorated in an attractive manner, and some go so far as to furnish their rooms in true elegance of style. Those striving to be successful are observed to be constantly improving their down-town places of business to make them look more attractive and prosperous.

Employees work better in a pleasing environment, and stay longer. Beauty of surroundings gives them self assurance and makes them feel proud to work for that firm. Advertising agencies, department stores, and offices of officials take the lead in this new field of decoration.

Office furniture for the professional and business men need no longer be shiny golden oak. Desks for their use are made of woods as lovely as that in the furniture for the home. Carving, panels with decorative value, period designs, and dark strains or natural color of the darker woods are the outstanding features of these desks. Upholstery is rarely of leather, and when it is used is no longer the ugly brown of a few years ago but is the decorative green, red or black leather that gives distinction. Draperies, both glass and over curtains, are considered necessities for protection against the glare of sunlight and for complete furnishing effect.

Color has found its way into the business world, and has even won approval in the office of the physician. Reception rooms have rugs of deep pile, walls are hung with oil paintings by talented artists, and comfortable chairs are attractively upholstered. The different professionals have found that the atmosphere these furnishings create means greater prestige and more business for him.

Decorators formerly looked to the homes only as the realm for their talents, but now find the business houses and offices a very active field. Furniture stores take as much pride in correctly furnishing one of these as they do a home. They carry in stock desks and cabinets particularly suitable for these interiors and advocate the use of the highest type chairs and fittings as in the home.

Houses carrying nothing but office supplies are showing furniture of an entirely different type from that of recent years. Steel cabinets and desks, walnut desks or tables and chairs and attractive desk lamps suggest the newer things. Accessories for the office are to be found in material and design worthy the use of a cultured executive. Ugliness and cheapness of small objects used on the desk are being eliminated and replaced by those which have more than practical worth.

—From Dallas Times-Herald.



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The Panco people have followed the example set by numerous other manufacturers in retaining this Agency to help them solve their merchandising and advertising problems.

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